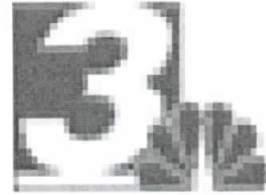


ORDER



WKYC

Orders	Order / Rev:	707948	
	Alt Order #:		
	Product Desc:	8/21-8/27	
	Estimate:	2614	
	Flight Dates:	08/21/12 - 08/27/12	Primary AE: Denel Kizler
	Original Date / Rev:	08/20/12 / 08/20/12	Sales Office: WKYC
	Order Type:	Political	Sales Region: LOC

Agency	Name:	Strategic Media Placement/ POL	
	Buying Contact:	Nicholas Everhart	Billing Type: Cash
	Billing Contact:		Billing Calendar: Broadcast
		7669 Stagers Loop	Billing Cycle: EOM/EOC
		Delaware, OH 43015	Agency Commission: 15%

Advertiser	Name:	Mandel, J/ US Senate	
	Demographic:	A25-54	New Business Thru:
	Product Codes:	PL-US Senate	Order Separation: 00:15:00
	Priority:	P-1	Advertiser External ID:
	Revenue Codes:	AGY, GEN, POL	Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	15	\$23,400.00	\$19,890.00
08/27/12	08/27/12	4	\$6,300.00	\$5,355.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	15	\$23,400.00	\$19,890.00	0.00
September 2012	4	\$6,300.00	\$5,355.00	0.00
Totals	19	\$29,700.00	\$25,245.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Denel Kizler			Start Of Order - End Of Order	100%

Order Share	Share	Total
WKYC	29%	\$29,700.00
Market	100%	\$102,413.79

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBNX	0%	\$0.00
WEWS	27%	\$27,651.72
WJW	32%	\$32,772.41
WOIO	12%	\$12,289.66
WUAB	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WKYC	08/21/12	08/27/12	M-F 6-7a	CM	6a-7a	1111---	:15/:15	4	\$850.00	P-1	0.00	BK	4	\$3,400.00
Channel 3 News Today @ 6AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-111---					3	\$850.00		0.00			
		Week: 08/27/12	09/02/12	1-----					1	\$850.00		0.00			
N 2	WKYC	08/21/12	08/27/12	M-F 7-9a Today	CM	7a-9a	1111---	:15/:15	4	\$850.00	P-1	0.00	BK	4	\$3,400.00
Today Show															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-111---					3	\$850.00		0.00			
		Week: 08/27/12	09/02/12	1-----					1	\$850.00		0.00			
N 3	WKYC	08/25/12	08/25/12	SAT TDY	CM	7a-9a	-----S-	:15/:15	1	\$850.00	P-1	0.00	BK	1	\$850.00

Order / Rev: 707948
 Alt Order #:
 Flight Dates: 08/21/12 - 08/27/12

Advertiser: Mandel, J/ US Senate
 Product Desc: 8/21-8/27
 Estimate: 2614
 WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
NBC Today Show (Sa)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-----S-					1	\$850.00		0.00			
N 4	WKYC	08/26/12	08/26/12	SUN TDY	CM	8a-9a	-----S	:15/:15	1	\$850.00	P-1	0.00	BK	1	\$850.00
NBC Today Show (Su)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-----S					1	\$850.00		0.00			
N 5	WKYC	08/21/12	08/27/12	M-F 6-630p	CM	6p-630p	11111--	:15/:15	5	\$1,800.00	P-1	0.00	BK	4	\$7,200.00
Channel 3 News at 6p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-111---					3	\$1,800.00		0.00			
		Week: 08/27/12	09/02/12	1-----					1	\$1,800.00		0.00			
N 6	WKYC	08/21/12	08/27/12	M-F 11-1135p	CM	11-1135p	11111--	:15/:15	5	\$2,800.00	P-1	0.00	BK	5	\$14,000.00
Channel 3 News at 11p M-F															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-1111--					4	\$2,800.00		0.00			
		Week: 08/27/12	09/02/12	1-----					1	\$2,800.00		0.00			
													Totals	19	\$29,700.00